

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 EA-09 ISO-00 CIAE-00 INR-07 NSAE-00

COME-00 TRSE-00 OPIC-06 STR-04 PRS-01 /048 W

-----050827Z 063772 /14

R 050730Z APR 77

FM AMEMBASSY JAKARTA

TO SECSTATE WASHDC 0244

INFO AMEMBASSY PARIS

AMEMBASSY SINGAPORE

AMCONSUL MEDAN

AMCOSUL SURABAYA

UNCLAS JAKARTA 4316

SINGAPORE PASS FOR USRTC

E.O. 11652: N/A

TAGS: EGEN,ID,FR

SUBJ: FRENCH TECHNICAL EXHIBIT IN JAKARTA MARCH 26-APRIL 3

1. FRENCH GOVERNMENT-SPONSORED FAIR/TECHNICAL EXHIBIT IN JAKARTA HAS JUST CLOSED ALTHOUGH ANCILLARY ACTIVITIES(FOOD FAIRS, FASHION SHOWS,CONSUMER GOOD EXHIBITS,ETC.) WILL CONTINUE FOR SOME TIME. THIS WAS ENORMOUS AFFAIR INVOLVING, ACCORDING TO THE FRENCH COMMERCIAL COUNSELOR, SOME 1500 PERSONS FLOWN IN FROM FRANCE AND REPRESENTING 187 FIRMS. ACCORDING TO NEWSPAPER ACCOUNTS,IT IS LARGEST FRENCH FAIR HELD OUTSIDE OF FRANCE IN LAST FIFTEEN YEARS.

2. COMMERCIAL COUNSELOR DESCRIBED PURPOSE OF FAIR AS THREE-FOLD: (1) SALES PROMOTION,(2) MAKE INDONESIA AWARE THAT FRANCE HAS MORE TO OFFER THAN "FOOD,LINGERIE, AND PERFUMES," AND (3) MADE FRENCH FIRMS AWARE OF SALES AND INVESTMENT OPPORTUNITIES IN INDONESIA. SHOW WAS CLEARLY A PUBLIC RELATIONS SUCCESS AND ATTRACTED ENORMOUS CROWDS, ESPECIALLY IN THE EVENINGS WHEN GENERAL PUBLIC WAS

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ADMITTED. OUTCOME OF OBJECTIVES (1) AND (3) MORE PROBLEMATIC --ALTHOUGH SOME"FLOOR" SALES WERE REPORTED THESE TENDED TO BE RATHER SMALL SCALE, SOME EXHIBITORS TOLD REPORTING OFFICER THEY HAD NOT BEEN VISITED BY ANY REAL POTENTIAL CUSTOMERS.

3. IN 1976 INDONESIA EXPORTED \$26.97 MILLION TO FRANCE

WHILE IMPORTING \$162.56 MILLION. IMPORTS COMPRISED
PAPER, ELECTRIC GENERATORS, TEXTILES, CHEMICALS, TRANS-
PORTATION EQUIPMENT, AND MACHINERY. FRANCE HAS PURSUED
AGGRESSIVE EXPORT PROMOTION POLICY HERE, REPORTEDLY
OFFERING COMMERCIAL CREDITS IN EXCESS OF \$100 MILLION.
RESULTS HAVE SO FAR BEEN RATHER MEAGER IN VIEW OF EF-
FORT INVOLVED, AND RESULTS OF THIS LATES EFFORT REMAIN
TO BE SEEN. BROCHURE BEING POUCHED, ASSESSMENT TO FOLLOW.
RIVES

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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Review Release Date: n/a
Review Release Event: n/a
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